CLAIMS

1. A permanent treatment method, being characterized in that it is equipped with: a permeating step of adhering a permanent treatment liquid, which includes thioglycolic acid, down to a position, which is adjacent to the hair root of hair, thereby permeating the permanent treatment liquid into the hair root; and

a shaping step of pulling the hair while warming the hair, which is in such a state that the permanent treatment liquid is adhered thereon, to a predetermined temperature, thereby shaping it to straight hair.

- 2. The permanent treatment method set forth in claim 1, being characterized in that, between said permeating step and said shaping step, it is equipped with a treatment-liquid absorbing step of sprinkling a treatment powder, which adsorbs or absorbs said permanent treatment liquid, onto at least a part of said hair to transfer said permanent treatment liquid from said hair to the treatment powder, thereby stopping the shaping temporarily.
- 3. The permanent treatment method set forth in claim 1 or 2, being characterized in that the concentration of said thioglycolic acid, which is included in said permanent treatment liquid, is 7% by weight or less of the entirety of said permanent treatment liquid.
- 4. The permanent treatment method set forth in claim 1 or 2, being characterized in that said permanent treatment liquid further includes cysteine, and the sum of the concentration of said

thioglycolic acid and the concentration of the cysteine is 7% by weight of the entirety of said permanent treatment liquid.

- 5. The permanent treatment method set forth in claim 2, being characterized in that said treatment powder is at least one member of hydrophilic organic powders and hydrophilic inorganic powders.
- 6. The permanent treatment method set forth in either one claim of claims 1 through 5, being characterized in that said permeating step includes warming said hair, which is in such a state that said permanent treatment liquid is adhered thereon.
- 7. The permanent treatment method set forth in either one claim of claims 1 through 6, being characterized in that said permeating step includes leaving said hair, which is in such a state that said permanent treatment liquid is adhered thereon, for 20 minutes or more.
- 8. The permanent treatment method set forth in either one claim of claims 1 through 7, being characterized in that said permeating step includes vibrating said hair, which is in such a state that said permanent treatment liquid is adhered thereon, with ultrasonic vibrating means.
- 9. The permanent treatment method set forth in either one claim of claims 1 through 8, being characterized in that said shaping step includes vibrating said hair, which is in such a state that said permanent treatment liquid is adhered thereon, or said hair on which

said treatment powder is sprinkled, with ultrasonic vibrating means.

- 10. The permanent treatment method set forth in claim 8 or 9, being characterized in that said ultrasonic vibrating means is equipped with an ultrasonic oscillator and an ultrasonic—waves absorbing plate, which is disposed to face the oscillator with a variable interval provided therebetween; and said vibrating is carried out while holding said hair, which is in such a state that said permanent treatment liquid is adhered thereon, or said hair on which said treatment powder is sprinkled, between the ultrasonic oscillator and the absorbing plate.
- 11. The permanent treatment method set forth in claim 8 or 9, being characterized in that said ultrasonic vibrating means is equipped with an ultrasonic oscillator and an ultrasonic—waves reflector plate, which is disposed to face the oscillator so as to make the interval with respect to the oscillator an integer multiple of 1/2 of the wavelength of an ultrasonic wave, which the ultrasonic oscillator generates; and said vibrating is carried out while holding said hair, which is in such a state that said permanent treatment liquid is adhered thereon, or said hair on which said treatment powder is sprinkled, between the ultrasonic oscillator and the reflector plate.
- 12. The permanent treatment method set forth in either one claim of claims 1 through 10, being characterized in that said predetermined temperature in said shaping step is 100 $^{\circ}$ C or more.